

LEO BURNETT U.S.A.

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Ad No. 2226-AA - (IT MAY BE CAMEL'S BIRTHDAY) - Req. No. M2741 - Page, 4/C (7 x 10 inches)

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# It may be Camel's birthday, but we take the cake.

With all the hoopla about a fine old cigarette, we thought you might have missed some rather important news about a slightly more modern one. In a nationwide test, a majority of smokers said Merit tastes as good or better than Camel Filters, which has 100% more tar! Enriched Flavor™ is the reason why. Only Merit has it. For a rich, full, satisfying taste, with only half the tar. Which may not make the Camel happy. But it's his party, he can cry if he wants to.

Enriched Flavor,™ low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

